Cause Related Marketing during COVID-19; A Study Conducted in Urban areas of Kolhapur

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Abstract: *COVID-19 is not new subject now for all of us. The whole word is trying to cope up with the Corona Virus. Every country is trying to develop vaccine for this virus. This pandemic situation has shown greater influence in the field of Cause Related Marketing .Now a days products supporting to the awareness of Corona Virus are on the top demand list of the customers.In this research paper author aims to understand the Cause Related Marketing done by the various company and its products related to the noble cause. This study aims to analyze the customer'sattitude, perception and preferences of customers. Study also explore consumer behavior of customers towards products associated with corona virus. Cause Related Marketing in an urban areas of Kolhapur district, Maharashtra state.*

Key words: *COVID-19, Lockdown, Pandemic, Attitude, FMCG.*

Introduction:

Today's leading firms are trying to get competitive advantage with the help of Cause Related Marketing. Cause Related Marketing is a strategy which not only achieves a good will but also enhance a good corporate image in society. Though it is related to social issues it is still under development in country like India. All firms having large revenue margin does not go for Cause Related Marketing. Firm may be small scale or large scale. Cause Related Marketing is also a part of Corporate Social Responsibility.

In the month of January spread of Corona virus were limited but within few days it spread as fire in all over the world. Initially Virus spread from the city of Wuhan, China to all over the world within a short span .(McKibbin and Fernando,2020).To stop the spread of corona virus government of India announced lockdown for four times, first lockdown was in the month of March. During this lockdown period people became more conscious about health and food. By considering pandemic situation in all over the world government of respective country and various corporates started creating awareness among the people through different advertisement of the products. All profit organizations began to start marketing of worthy cause that is to create awareness regarding novel corona virus through theirproducts. In this pandemic situation most demand is for the hand sanitizers,handwash and immunity booster products has been increased .Leading companies such as Proctor and Gamble, Hindustan Unilever, Godrej ,Himalaya and Patanjali included corona virus cause awareness .

These companies' brands of hand wash, sanitizers, soaps, liquid wash,and immunity booster products are still on priority basis broadcasted on the television regularly.

Review of Literature

Cause Related Marketing is under develop conceptin the Indian market .Different studies has been carried out across countriesin the world till date. Majority of study have been conducted by the foreign countries.

The first definition of Cause Related Marketing is "It is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives" (Varadrajan and Menon, 1988).They laid major platform in the field of Cause Related Marketing.(Ross et al,

1992)They tried to investigate gender and proximity effects in Cause Related Marketing .That campaign proximity contains two parts local and national. It was found that respondent shows more positive attitude for local cause instead of national cause. (Skory and Repka, 2004)According to the author "Cause Related Marketing is simply marketing with a worthy cause." Another definition given by them "Cause Related Marketing is a form of marketing that uses various strategies, tools and traditional advertising methods to change attitudes, perceptions and behaviors of consumers as they relate to social issues."It is good concept where business and charity organization both can get benefit with idea of a good cause.(Web and Mohr, 2013)Thorough discovery of consumer perception ,attitude, belief, and behavioural tendencies with reference to Cause related marketing program, it is necessary to understand how consumer assign meaning to Cause related marketing programThey also tried to explore that how consumer think and feel about Cause Related Marketing.(Hosain and Naseri, 2013)According to them Cause Related Marketing is a common and popular form of Corporate Social Responsibility. Both wanted to decide the moderate role of gender on the relationship between cause's participation and consumers'response. To collect the responses Liker scale method were used and regression analysis were carried out to find the relationship between variables. They come with a conclusion that female gender shows most favorable purchase intention as compare to men for the products involved in Cause Related Marketing.(Kachroo,2020)In this review article author found that The Novel Corona Virus (Covid-19) was initially known as the Wuhan virus at the starting period it was seen in the country South Korea,Japan,Italy Iran then finally it spread to the India. Some of the clinical syndromes associated with Covid 19 infections are mild pneumonia, severe pneumonia and sepsis.(Mehta et al,2020)With the help of relevant published sources during the period of Covid-19author carried out in depth discussion with some marketing experts and consumers. Authoranalyzed the main changes in consumer behavior during the lookdowntime. They aim to find out the reasons behind the behavioral changes of consumer decision making process during the Covid virus crisis.

(Sood, 2020)In this review paper author took 12 peer reviewed journal articles. Aim was to review the current literature on the impact of COVID-19 on Consumer Behavior in India another to fill the gap in the academic literature. Author gave emphasis on overall impact of Covid-19,pandemic popularity quadrant .According to the author pandemic situation have affected on global economy ,consumer preferences, consumer behavior and purchasing behavior of consumers .(Sheth,2020)Authors aim behind his study was to examine the impact of Covid-19 pandemic situation on consumer behavior .He also raise questions like will the consumer mentally change their consumption habits because of the lockdown and social distancing ?or consumer will again move to their old habits after finishing the global crisis situation. According to the author consumer behavior is highly predictable on the basis of past repetitive buying behavior and consumer insights. There are four major context which operates consumer habits, first change in the social context by life events like marriage and having children, second is technology, third is rules and regulations related to the public and   shared   spaces, fourthand less predictable are ad hoc natural calamities like earthquake and global pandemic. He gave figure on immediate impact of Covid-19consumption behavior on that basis author concluded that due to lockdown and social distancing significant disturbance has been occurred on consumer behavior .Due to corona virus work lifeboundaries became blurred .Lifestyle of human has been changed as we work from home, study from home and consumers are unable to go to the shop the store has come to the consumer.

Research Gap: From the literature review researcher come to know that most of the study is done on Cause Related Marketing .Number of article and research papers are available from medical field and educational field. But in the field of marketing and management few research papers are available till date. Hence this is the major gap and researcher wants to contribute knowledge of marketing through this research paper**.**

Objectives:

1. To study the different Cause Related Marketing Campaign during the situation of COVID-19.
2. To study the awareness about Cause Related Marketing and Customers brand   preferences during the pandemic situation.
3. To analyze customers attitude and perception for the products associated with COVID-19 awareness.

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Research questions: From the literature review following research questions have been pointed out

1) What are the famous Cause Related Marketing campaigns during pandemic situation?
2) How Cause Related Marketing regarding the COVID-19 products are affecting on the customers brand preferences?
3) How is the customers attitude and perceptions towards products promoted through the Cause Related Marketing during COVID-19 situation.

Hypothesis 1

H0: There is no significant relationship between Education of the customers and awareness of Cause Related Marketing regarding Covid-19.
H1: There is a significant relationship between Education of the customers and awareness of Cause Related Marketing regarding Covid-19.

Hypothesis 2

H0: There is no significant relationship between Occupation of the customers and awareness of Cause Related Marketing regarding Covid-19.
H1: There is a significant relationship between Occupation of the customers and awareness of Cause Related Marketing regarding Covid-19.

Research design:

A)Primary Data: In this pandemic situation it's difficult to collect data face to face from the customer, hence researcher has collected maximum data through email questionnaire and very few data is collected through Interview schedule method.   **An interview schedule** is the guide an interviewer uses when conducting a structured interview. It has two components a set of questions designed to be asked exactly as worded, secondly an instruction to the interviewer about how to proceed through the questions. Respondents may not understand all the questions included in the questionnaire for that researcher will help this method to make them understand the subject.

b)Secondary data: For this research paper secondary data is derived through internet .Few material is available on Cause Related Marketing during Covid-19.Researcher has searched on google by using words , Cause Related Marketing during Covid-19,Covid-19 and Cause Marketing ,Marketing strategies during pandemic situation.

Sampling Procedure –

Universe: Customers in urban areas of Kolhapur city are selected for the study. Everyone using product and services became a customer. Hence all customers in urban area are considered as population.

Sample design: Population included shoppers from retailers of FMCG products in Kolhapur city region. Since thedata was collected through personal contacts the sample frame included all the shoppers fromKolhapur city area and nearby regions. Individual respondents were treated as the sampling elements in this research. Non

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probability sampling technique was used to identifyrespondents for inclusion in the sample.Sample size for the study was 120.

Cause Related Marketing Campaign during Covid-19 Situation

From the last week of March month, year 2020 first lockdown were announced by Honorable Prime Minister Narendra Modi to cope up with Corona virus. All world were struggling to minimize the spread of Corona virus. During the lockdown period Corona virus awareness messages and information were broadcasted on television, radio, newspapers and hoardings. From the research it was noticed that corona virus can stay on hands and cloths and hence in the market there was a huge demand of hand wash, sanitizersand antiseptic liquid wash were increased.

Leading FMCG companies were engage in spreading social message about corona virus though television and social media. Companies like Hindustan Unilever, Proctor and Gamble .Himalaya, Dabur and Patanjali played important role to convey message among peoples.

Researcher have come across with the following brand's marketing campaign during the pandemic situation.

Dettol: Dettol is a brand of Hindustan Unilever .Dettol is available in liquid, soap and sanitizer form.On television there was an advertisement of celebrity Lara Dutta Neha Dhoopiya and Saniya Mirza, "Bis second tak hathope apne sabun ko rehne do", core message was to wash your hands completely with any soap to kill the harmful germs.Also there was #HandWashChallenge carried out under the brand name of Dettol by celebrity on TikTok .They also gave message to wash hands till 20 seconds to kill germs and bacteria.

Lifebuoy Soap and hand wash: Lifebuoy is a brand of Hindustan Unilever .During the lockdown period they spread a social awareness message about Corona virus. Message was that use any soap to wash your hands to protect yourself from Corona virus. In this advertisement emphasis was given on washing hands clean to spread of corona ,they also gave message with celebrity like Kajol ,that use any soap but protect you and your family from Corona virus. Important public service message was given by creating hashtags like #lifebuoy#coronavirus#dothelifebuoy,it was a simple guideline to fight with corona virus such as frequent handwashing, instant germ killer especiallyalcohol based sanitizer when individual is going out of thehome. Person suffering from cold, fever, and headache and having difficulty in breathing are recommended home rest. Campaign advertisement were on television and TikTok #fightcoron a#Staysafe #Stay at Home

Lizol: Lizol is a disinfectant brand mainly used to clean the floor andsurface. Campaign #DisinfectToProtect was carried out to educate the people about the need for keeping the surface clean and germ free. This disinfestation would help to break the chain of corona virus. Campaign consisting of different shorts educational films. Many Bollywood celebrity take part to give a social message on surface cleaning and protection from Corona Virus.

Lizol India #SafeToTouch-On television lizol is broadcasting keep your home safe to touch advertisement. In this advertisement they have shown a small boy telling her mother that is someone is coming from outside such person can become a carrier of viruses .Hence to protect our home from harmful bacteria, viruses which make us fall ill we should disinfect our home with lizol .It kills 99.9% germs and keeps our home safe to touch.

Savlon: Savlon is a brand of ITC company. They are running campaign named Savlon Swasth India #NoHandUnwashed.In this advertisement there is one famous foot artist India, named Swapna Augustine. For her feet plays very important role in day to day life, most wonderful thing is that she can draw painting, do daily work

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with foot only. Augustine gives message at last that if she can wash her feet with hand wash to protect herself from germs and viruses then why other normal people can't wash their hands to protect their life from harmful virus and bacteria. At the end artist gives list of merits of hand washing and insist audience to follow the good habit of cleanliness.

ITC Nimwash: It is new vegetable and fruit wash which is launched in epidemic stage by ITC company. In their advertisement it is shown that famous chef Sanjeev Kapoor gives message that in today's era to make any recipe first essential step is to wash vegetables and fruits for that only water is not sufficient .To remove residues of harmful pesticide and bad bacteria, viruses ITC Nimwash is very effective .It keeps vegetables and fruits fresh and protect our family with hash tag #HarRecipeKaPehlaStep.

Himalaya: During the beginning period of Corona pandemic Himalaya FMCG Company introduces their products with digital film called Namaste, #ThePurestGreeting It only spreads love. Namaste is a form of greeting, this word is famous in Indian culture. In this advertisement different country people are shown saying Namaste. It is Indian greeting consisting of spiritual and scientific dimension .This film advocates about the beauty, elements and the wisdom of our country. Core message behind this film is that today our country is practicing social distancing during pandemic situation. In most of the countrypeople use shakehands for greeting each other but by Indian greeting Namaste which is consist of folding two hands together and have a smile on face ,in such way by following the social distancing rules people can spread love, happiness by keeping other people safe. Major focus was stay home, stay safe and follow the social distancing rule to stop the spread of Corona virus.

Dabur: Chyawanprash Stay#AndarSeMajboot: Advertisement tells that during the pandemic situation time has taught many how important is to stay strong from inside. If person's immunity is strong then he is able to fight with corona virus .To stay strong and to increase immunity Dabur Chyawanprash is necessary. It is a combination of 41ayurvedic herbs and specially made to boost the immunity. This helps to fight against everyday infections such as cold and cough caused by different bacteria, viruses, and dust and climactericchanges. Chyawanprash can be taken by people from different age groups. It is a source of vitamin C also act as an antioxidants.

Cause Related Marketing from the different authors point of view is a marketing strategy of achieving profit and good will in the market with promoting a worthy cause. People have seen during the pandemic situation marketers have diverted their advertising focus in such a way that to achieve profit and to occupy the mental space in the customers mind about a specific brand.

Corona virus has not only changed people's attitude but also changed the marketer's attitude and perception. Now a days companies marketing orientation and focus has been changed, they are giving importance to spread the awareness of health safety and Corona virus. Hence in this research paper researcher has taken in the account the concept of Cause Related Marketing as marketing strategy of getting attention and promoting intrinsic cause.

Analysis and interpretation:

To find out the brand preferences of customer, three categories are set Category I, Category II and Category III.Most preferred brand by the customer during the Covid-19 situation as per the category is computed in SPSS software. To test the hypothesis cross tabulation method is used .Awareness level of the customer is calculated through the question, are you aware about the Cause Related Marketing regarding covid-19? On that basis aware customer, not aware customer and not much aware customers are identified.

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Table No 1: Awareness of Customers towards Cause Related Marketing Regarding Covid-19

Category	Frequency	Percentage
Aware	73	60.8
Not aware	9	7.5
Not much ware	38	31.7
Total	120	100

Above table shows the awareness of customers about Cause Related Marketing Regarding Covid-19.Most of the customers during the pandemic situation are aware about corona virus (60.8%)

Table No2. Demographic Data of Customers

Variable	Category	Response	Percentage
Gender	Male	56	46
	Female	64	53
Age	0 to17	5	4.2
	18 to 24	12	10
	25 to 34	40	33.3
	35 to 44	46	38.3
	45 to 54	16	13.3
	Above 65	1	0.8
Education	Less than SSC	12	10
	Graduate	46	38
	Postgraduate	60	50
	Doctorate	2	1.7
Occupation	Service	71	59.2
	Business	29	24.2
	Household work	16	13.3
	Farming	4	3.3
Marital status	Married	86	71.7
	Unmarried	34	28.3
Income	Under 50,000	23	19.2
	50,000 -99,99	14	11.7
	1, 00,000 – 1, 49,000	32	26.7
	2,00,000-2,49000	3	2.5
	2, 50,000 -2, 99,999	17	14.2
	3, 00,000-3, 49,000	3	2.5
	3, 50,000-3, 99,999	16	13.3
	4, 00,000 – 4, 49,000	4	3.3
	5 lac and above	8	6.7

Table number 2 shows demographic variables included for the study. It can be seen that most of the respondents are female gender (53%) as compare to male.Age group of youngster (33.3%) and middle age group (38.3%) is more as compare to other age groups. Maximumrespondents' falls under graduate (38%) and post graduate (50%).Majority of the customers are doing job and married .Income level of the customers is mostly comes under middle class and lower middle class.

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Above table reveals that young generation and middle age customers are having more awareness about Cause Related Marketing about Covid-19.It is also noticed that though the customers under these two categories are aware as well as not much aware about Cause Related Marketing. Customers under the Less than secondary school certificate education are aware but not much aware. Customers educated and less educated both are aware and not much aware about it.

Table No. 3 Cross tabulation of Customers education and awareness about Cause Related Marketing

		Aware	Not aware	Not much aware	Total
Are you aware about Cause Related Marketing Regarding Covid-19?					
Education	Less than SSC	6	1	5	12
	Graduate	23	5	18	46
	Post graduate	43	2	15	60
	Doctorate	1	1	0	2
Total		73	9	38	120

Hypothesis testing 2

H0: There is no significant relationship between Occupation of the customers and awareness of Cause Related Marketing regarding Covid-19.

H1: There is a significant relationship between Occupation of the customers and awareness of Cause Related Marketing regarding Covid-19.

Table No 6. Chi-Square Test of Hypothesis 2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.200[a]	6	.518
Likelihood Ratio	6.517	6	.368
Linear-by-Linear Association	.151	1	.697
N of Valid Cases	120		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .30.

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From above hypothesis testing with Chi-square test it can be seen that, Pearson Chi-Square value is 0.518, which is greater than the expected value 0.05 significance level hence the alternative hypothesis is rejected and null hypothesis is accepted.

Table No 7. Customers watching advertisement of Covid-19

Have you watched any recent COVID-19 advertisement supporting to a noble cause?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	120	100.0	100.0	100.0

Maximum customers (100%) have watched recent Covid-19 advertisement supporting to noble cause.

Table No 8: Influential and Informative Adverting Media source during pandemic

Media Source	Responses	Percentage
Television	114	95
Radio	62	51.66
Social Media	79	65.83
News paper	53	44.16
Hoarding and Banners	22	18.33

It is observed that television advertising media is most informative and influentialthen after Social media is found most informative source (51.66%) to spread Covid-19 awareness. Customers has got information about Corona virus through these two mainadvertisement media. People were at home due to lockdown and Janata Curfew, in between such situation television and social media acted as most informative aid.

Table No 9.Attitude and Perception of the customers towards Cause Related Marketing regarding Covid-19 products

Questions	Category	Frequency	Percentage
Do you think that Products related to Covid-19 awareness are good	Yes	66	55
	No	1	0.8
	Maybe	53	44.2
Would you like to purchase products//brands supporting cause -COVID-19 awareness?	Yes	82	68.3
	No	7	5.8
	Maybe	31	25.8
I feel safe when I buy product related to Covid-19 awareness	Strongly agree	30	25
	Somewhat agree	17	14.2
	Neither agree nor disagree	35	29.2
	Somewhat disagree	33	27.5
	Strongly disagree	5	4.2
I feel that all products associated with Covid -19 awareness can be trusted irrespective of brand name	Always	13	10.8
	Often	18	15
	Sometimes	55	45.8
	Never	34	28.3
Do you feel that companies which are interested in doing well for society can be supported?	Yes	95	77.9
	No	6	5
	Maybe	19	15.8

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Table No.7 shows attitude and perception of customers towards products linked with Covid-19 awareness cause .It has been observed that 55% respondents think that Products related to Covid-19 awareness are good. Customer also shows interest to go for repeat purchase of the products and brands those supporting to a noble cause. Respondents' reactions about feeling safe are neutral when they buy products related to corona virus awareness. Though the brands are associated and promoting a noble cause awareness still the customers feel that sometimes it is better to trust the products irrespective of brand name (45.8%).It is majorly found that customers shows willingness to support companies those are engaged in doing well for the society (77.9%)

Table No10 : Brand preferences of customers during Covid -19 situation

Name of the Brand	Frequency	Percentage
Category I -Personal Hygiene Products		
Dettol Hand wash and Soap	97	80
Lifebuoy Hand wash, Soap and Sanitizer	48	40
Himalaya Hand wash and Sanitizer	14	11.7
Savlon Hand wash	26	21.7
Santoor	18	15
Patanjali Hand wash	14	11.7
Category II-Disinfectant, Toilet cleaner and Liquid wash		
Lizol	83	69.2
Dettol Liquid	75	62.5
Harpic	83	69.2
Domex	9	7.5
Patanjali floor cleaner	19	15.8
Common phenyl	10	8.3
Category III - Family Nutritional drink and Chyawanprash		
Women Horlicks	27	22.5
Children Horlicks	8	6.7
Bournvita	44	36.7
Red Label Natural Care	48	40
Lipton Green Tea	18	15
TATA Tea Masala Chai	10	8.3
Dabur Chyawanprash	29	24.2
Patanjali Chyawanprash	13	10.8

During the lock down period and Corona virus situation customers preferred Dettol Hand wash and Soap (80%) and Lifebuoy Hand wash, Soap andSanitizer (40%) from Category I. Disinfectants category II most preferred brand is Lizol and Harpic. From category III

Conclusion:
Cause Related Marketing is a growing concept in India. During the initial stage of Corona virus infestation, people was unaware about that. With the help of advertising through television, Social media and Radio awareness messages were spread by the FMCG companies and government of India. Mostly Corona virus information has reached up to the customers through Television media. During the Covid-19 period, various Marketing campaign were carried out by the profit organization to give information regarding cleanliness and safety measures against thevirus. Dettol's #HandWashChallenge, Lifebuoy's #fightcorona #Staysafe #Stay at home Savlon's #NoHandUnwashed ,ITC Nimwash for vegetables #HarRecipeKaPehlaStep are the campaigns runs during the lockdown till date. From this research paper it can be concluded that most of the Customers those

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who are aware majorly fall under young customers. Educated customers are mostly aware and less are not much aware about the Cause Related Marketing. Hence there is no significant relationship between education and awareness about Cause Related Marketing Regarding Covid-19. Category vise most preferred brands during pandemic situation are Dettol, Lifebuoy, Lizol, Harpic, Red label Natural Care, Bournvita and Dabur Chyawanprash. Customer shows positive attitude towards companies involved in Cause Related Marketing. Customers are interested to repeat purchase of the brands linked with the Covid-19 awareness.

Thus it is concluded that from the pandemic situation customers become more conscious about their health and hygiene and started preferring products which are safe and helpful to protect their family from Corona virus. There is a no significant relationship between awareness of customers regarding Cause Related Marketing about Covid-19 with occupation and education variables.

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